Case study: Monadic Testing
Monadic testing is a common method of focussed testing used for:

- Finding **consumer attitude** towards potential product concepts
- **Testing attitude** towards different packaging
- Testing large numbers of concepts, packaging, flavours
- Rating concepts on several different attributes
Disguised case study: Deciding new flavours for canned fruit drinks

Business problem

- Drink Co is a major producer of carbonated soft drinks in Europe. Sensing an opportunity to break into the market of canned fruit drinks, Drink Co wants to launch a new range of products appealing to new consumers.
- In preparation for product development, Drink Co’s insight team would like to find out which flavours consumers are most receptive to, so that their research and formulation team can focus on those flavours.

Research approach

- Drink Co performed a Monadic test, looking at 16 flavours. In particular, Drink Co wanted the flavours that had the highest purchase intent amongst consumers.
- Data collection of 200 responses was completed in 10 hours given the relative scope of the target audience.
- Findings were immediately available upon completion of the project.
- At the request of Drink Co, Conjoint.ly team assisted on review of the study before launch.

Outputs and outcomes

- Monadic testing showed that Lemon, Orange, and Apple were the flavours which had the highest purchase intent.
- The study provided agile and actionable insights to help Drink Co to determine which flavours to focus their product development on.

![Purchase intent chart]

Conjoint.ly Investment

- Total cost: $3,781
- Time to insight: 10 hours

Note: This example is disguised to protect confidentiality of the client. However it gives a realistic picture of a typical project with us.
Why Conjoint.ly

Trusted by insight departments of global brands

Conjoint.ly automated tools (Conjoint analysis, Claims Test, etc.) have been used by multiple projects from multiple countries.

We are cooperatively working together with several insights department of global brands

Specialisation in pricing and product research

We are focused on product and pricing research (i.e., we do not offer ad testing, shopper, other types of studies)

We support 10+ pricing projects every week (most of which are automated)

Agile service from automated platform to custom projects

We provide state-of-the-art quality analytics for different types of service

From fully automated experiments on our platform to fully once-off custom projects of any complexity

Deep involvement support all through the process

Conjoint.ly provide reliable support all through the service

Quality support involves methodology explanation, interface guidance, result interpretation etc.

We also know data collection and can provide quality assured panel
How Conjoint.ly works: We offer product and pricing research done faster, better, at a lower cost

Conjoint.ly offers manager-friendly tools for specific research methods that are trusted by leading companies around the world.

Our methods are thoroughly tested and rooted in marketing science, which means you get agency-quality results at a fraction of the cost and time investment.

Importantly, we enjoy providing support to our users to ensure your studies meet your research and business needs.
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

- Importance of features, attributes, willingness to pay, simulations, etc.
- Preference for brands and features, simulations, etc.
- Preference and diagnostics, Passport of a claim, TURF analysis, etc.

All outputs come online and in Excel, segmentable by respondent attributes
How Conjoint.ly works: Regardless of mode of engagement, we work in an agile fashion

“Working with Conjoint.ly was a **truly agile experience**. Mondelez used the platform for an important PPA project for one of our core product lines. The expertise gave us the confidence to **make several critical product decisions** for the business.

Shopper Insights Lead, Mondelez International
Melbourne, Australia

<table>
<thead>
<tr>
<th>Automated solutions</th>
<th>Custom projects</th>
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<tbody>
<tr>
<td><strong>Manager-friendly tools</strong> and intuitive online reports</td>
<td><strong>Decision-ready reports</strong></td>
</tr>
<tr>
<td><strong>Automated DIY research</strong> process (design, sampling and analysis)</td>
<td><strong>Research process fully managed</strong> by us</td>
</tr>
<tr>
<td><strong>Costs</strong>: Licence + sample (or BYO respondents)</td>
<td><strong>Costs</strong>: Labour + sample (or BYO respondents)</td>
</tr>
<tr>
<td><strong>Timeframe</strong>: 5 hours to 2 weeks</td>
<td><strong>Timeframe</strong>: 5 days to 3 weeks</td>
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<td><strong>Expert support</strong> readily available</td>
<td><strong>Expert support</strong> readily available</td>
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How Conjoint.ly works:
Timeline of a project

1 Choose a tool
2 Set up your study
3 Choose sample
4 Collect data
5 Automated analytics

How it works

Based on your research question
Insert stimuli into online interface (packaging, pricing, claims, features)
Buy from us or bring your customers and leads
Automated sampling (monitored by Conjoint.ly team)
Automated analytics and outputs

Timeframe

In your own time
5 hrs to 2 weeks
1 min to 1 hour

Optional support from Conjoint.ly team (whenever you need us)

Discuss your research needs
Review your studies before launch
Custom targeting and sample
Interpreting results and extra stats analysis
Panel sampling with Conjoint.ly:
Three ways Conjoint.ly can help source respondents

<table>
<thead>
<tr>
<th>Targeted respondents</th>
<th>Pre-defined panels</th>
<th>Custom targeting and sampling</th>
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<tbody>
<tr>
<td>How it works</td>
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<tr>
<td>Choose country, age, gender, profiling questions</td>
<td>Choose a <strong>pre-defined audience</strong> (e.g., mothers of babies &lt;12 m.o. in UK)</td>
<td>Ping us for <strong>your sample</strong> request (<a href="mailto:support@conjoint.ly">support@conjoint.ly</a>)</td>
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</table>

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>5 hours +</th>
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<th>2 days +</th>
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<tr>
<th>Cost</th>
<th>From $3 per complete (quoted online)</th>
<th>From $4 per complete (quoted online)</th>
<th>Custom quote</th>
</tr>
</thead>
</table>

| Level of targeting | Broadly targeted | Narrowly targeted | Ultra-targeted |
How Conjoint.ly works: We will employ state-of-the-art statistical methods

We use the most appropriate state-of-the-art techniques by default, not as an extra service

- Efficient and optimal experimental design, confirmed through **multiple runs of simulation tests to validate sufficiency** of design and optimise sample size

- **Non-trivial randomisation** in presentation of options to the respondents to remove confounding effects

- **Hierarchical Bayesian estimation** of individual-level preferences for accurate prediction of market shares

We lead the way in ensuring response quality in choice studies

- As developers of a survey platform, we care deeply for **respondent experience and mobile-readiness**

- We are ruthless and fearless advocates for response quality and we **only use quality responses in our analysis**, which has material implications for analytical outcomes
How Conjoint.ly works: Our team has supported hundreds of projects since 2016

Our Team

- Nik Samoylov  
  Founder

- Jason Widjaja  
  Market Researcher

- Yutian Shen  
  Market Researcher

- Hugh Zhao  
  Market Researcher

- Kirill Zaitsev  
  Market Researcher

- Harrigan Davenport  
  Market Researcher

- Edward Teh  
  Researcher Assistant

- Mitchell Vanderham  
  Project Manager

- Denis Smagin  
  Head Developer

- Anna Burunova  
  QA Engineer

- Sergey Pavlenko  
  Developer

- Sergey Sesyolkin  
  Developer

- Igor Pavlichenko  
  Developer

- Alexey Nikitin  
  Developer

- Viktor Dergach  
  Developer

- Maksim Kutishchev  
  Front end Developer

- Nicole Teh  
  Director of Strategic Partnerships

- Catherine Chipeta  
  Content Creator

- Aleksey Kornilov  
  Marketing Manager

- Kirill Zaitsev  
  Market Researcher

- Harrigan Davenport  
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- Anna Burunova  
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- Sergey Pavlenko  
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- Sergey Sesyolkin  
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- Alexey Nikitin  
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- Viktor Dergach  
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- Aleksey Kornilov  
  Marketing Manager

- Conjoint.ly started in 2016 with the mission to bring discrete choice experimentation within reach of corporate researchers

- Since then, we have embarked on a bigger journey of simplifying advanced research methods and helping insights managers make the most out of their research investment

- Conjoint.ly has a strong roadmap for 2020 with a number of product and pricing methods in development
Conjoint.ly is used by companies to access insights from across the globe

We have undertaken hundreds of projects, covering almost all countries in the world

Our users are mostly located in USA and Western Europe
Our experience:
Some of our notable custom projects

We helped a **major shoe manufacturer** understand **optimal pricing and importance of features** for a shoe-subscription service
Method: **Brand-Specific Conjoint**

We helped **Mondelēz International, Cadbury brand** to understand preference for **pack** and **price trade-offs** for their confectionery product line
Method: **Brand-Specific Conjoint**

We helped a **Fortune 100 manufacturer** understand **optimal pricing and importance of features** for a high-output machinery
Method: **Brand-Specific Conjoint**

We helped a **major CPG company** to understand **winning claims and combination** for an organic dairy-based product
Method: **Claims Test**

We helped an **US telecommunications company** to identify **optimal bundling options** for a home-based product
Method: **Brand-Specific Conjoint**

We helped a **hygiene product manufacturer** understand **promotional and pricing strategy** for a NPD
Method: **Brand-Specific Conjoint**

We helped a **motor brand** to identify **optimal pricing scenarios** for newer car models
Method: **Brand-Specific Conjoint**

We helped a **major CPG** to understand cross-country **optimal launch scenarios** for organic dairy-based product
Method: **Brand-Specific Conjoint**

We helped a **large supplier of ingredients for CPG brands** measure willingness to pay for their ingredients and justify value to buyers
Method: **Various modules**

We helped a **major CPG company** to identify **cross-country optimal launch scenarios** for organic dairy-based product
Method: **Brand-Specific Conjoint**

Note: Prepared on 5 November 2018
Next steps

Explore example outputs
Log onto Conjoint.ly to explore example interactive outputs

Schedule a call with us
Receive a demo or discuss an upcoming project:
www.conjoint.ly/consultation

Ask us some questions
Any questions? Happy to answer on support@conjoint.ly